

Fig. 1

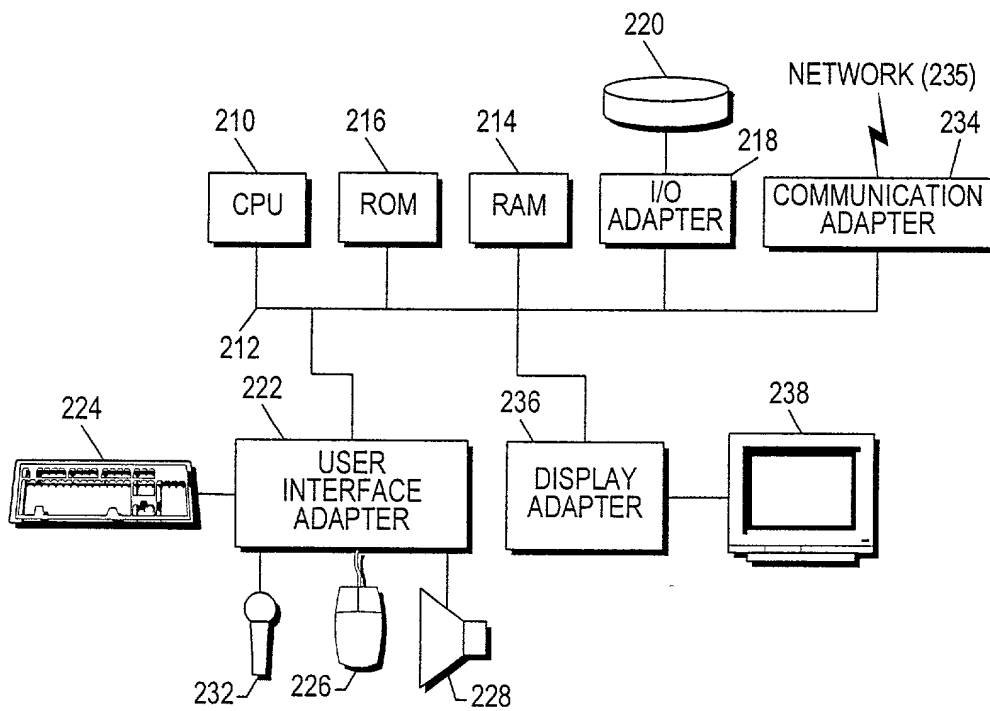


Fig. 2

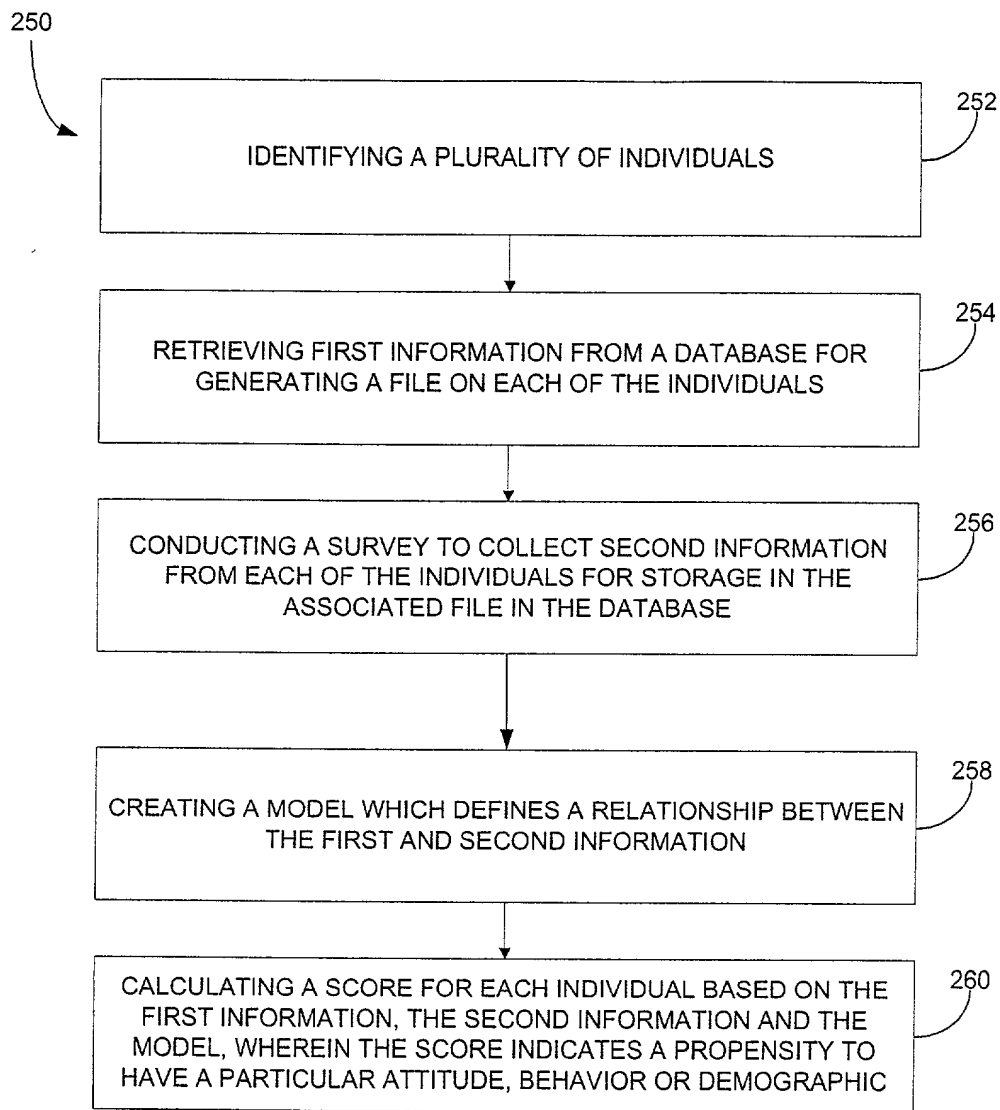


Fig. 2A

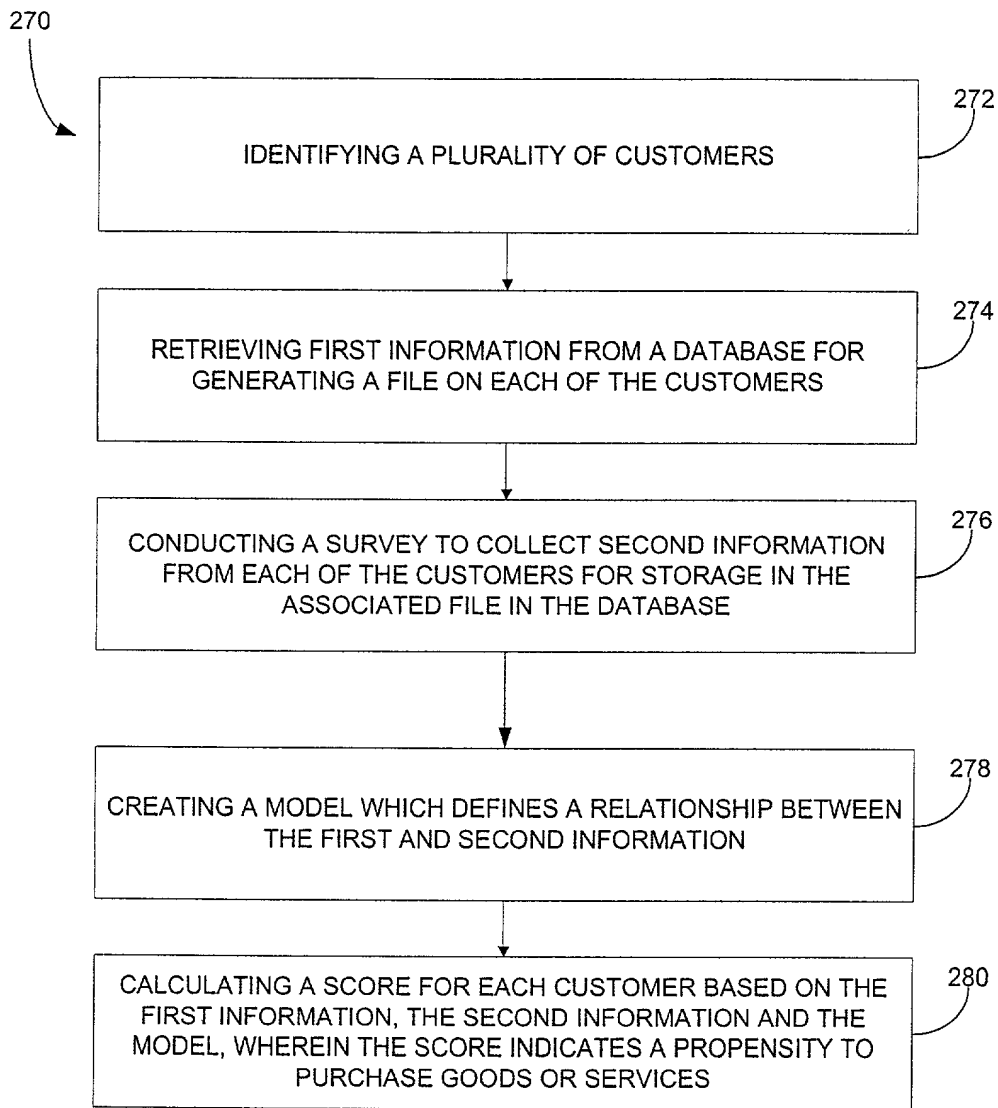


Fig. 2B

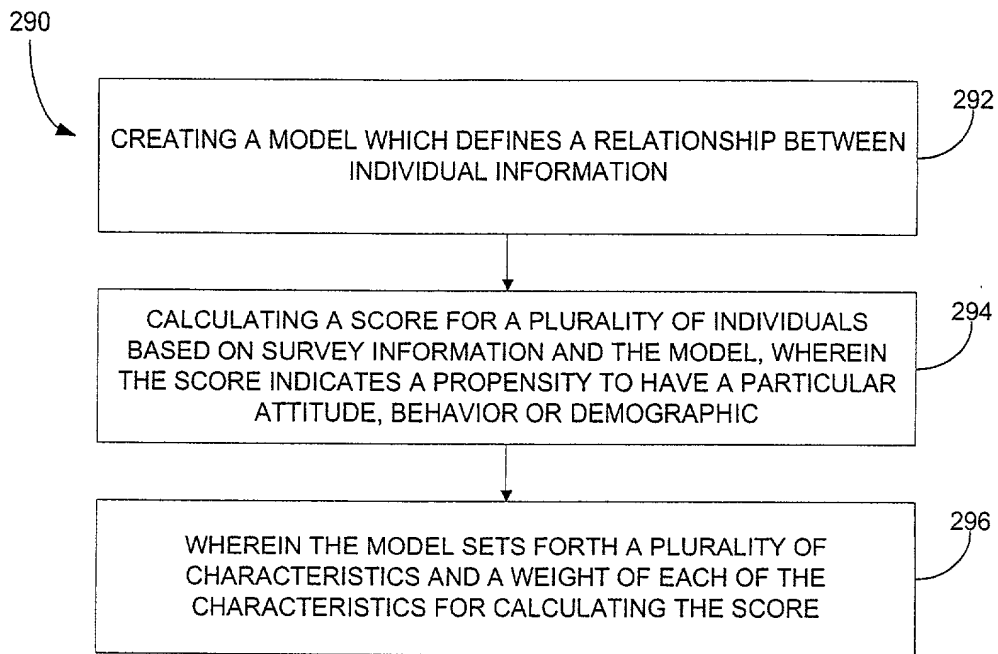


Fig. 2C

CLIENT IDENTIFIER 302	CLIENT NAME 310	CLIENT ADDRESS 312	BILLING INFORMATION 314	PREFERRED RESULTS DELIVERY METHOD 316
C 100	CORPORATION X	1 MAIN ST CITY, STATE	SEND TO POSTAL ADDRESS	TO POSTAL ADDRESS
C 101	POLITICAL PARTY A	10 ELM OR ANYWHERE, NY	CHARGE CREDIT CARD ACCOUNT 1111-1111-1111-1111	FAX TO (111) 665-8863
C 102	MUNICIPALITY D	1 PROSPECT ST. SMALLVILLE USA	E-CASH DELIVERED WITH SURVEY	ABOVE WWW.POLITY.COM

FIG. 3

402

403

404

REPORT IDENTIFIER 402	CLIENT IDENTIFIER 403	REVENUE CATEGORICAL 404	PERCENT RATED CATEGORICAL 405	PRICE 406	DEADLINE BY DATE 407	CLASSIC COMPENSATION LEVEL 408	NUMBER OF RESPONSES 409	REPORT DATE 410
1001	C 01	REVENUE A-45	90%	\$1,000	01/01/2000	50% 1	1000	01/01/2000
1002	C 02	REVENUE B-45	85%	1000	01/01/2000	50% 2	1000	01/01/2000
1003	C 03	REVENUE C-45	90%	\$1,000	01/01/2000	50% 3	1000	01/01/2000

411

QUESTION IDENTIFIER 412	QUESTION 413	ANSWER SEQUENCE 414
1	QUESTION 1 IS COMMON QUESTION 2 IS COMMON QUESTION 3 IS COMMON	1. COMMON 2. COMMON 3. COMMON
2	QUESTION 1 IS COMMON QUESTION 2 IS COMMON QUESTION 3 IS COMMON	1. COMMON 2. COMMON 3. COMMON

FIG. 4

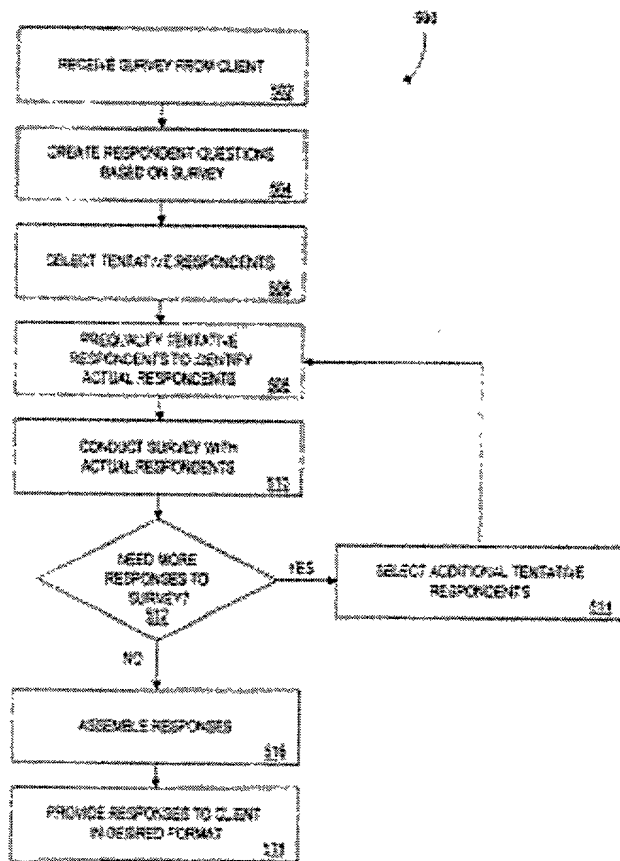


FIG. 5

ACCOUNT IDENTIFIER	NAME	ADDRESS	SEX	DATE OF BIRTH	PHONE NUMBER
1001	JOHN SMITH	11001 ST HOMER, USA	M	01/01/50	555-1234
1002	JANE DOE	1 PARK ST NY, NY	F	02/02/51	555-5678
1003	STEVE DRAKE	11001 ST LOS ANGELES, CA	M	03/03/52	555-9012

PRODUCT KEY	PARTICIPANT SURVEY	STATUS	NUMBER OF SUCCESSFULLY COMPLETED SURVEYS	RESEARCH FEATURES
1001	1001	0	0	PERMANENTLY DISABLED
1002	1002	1	1	PERMANENTLY DISABLED
1003	1003	1	1	PERMANENTLY DISABLED

FIG. 6

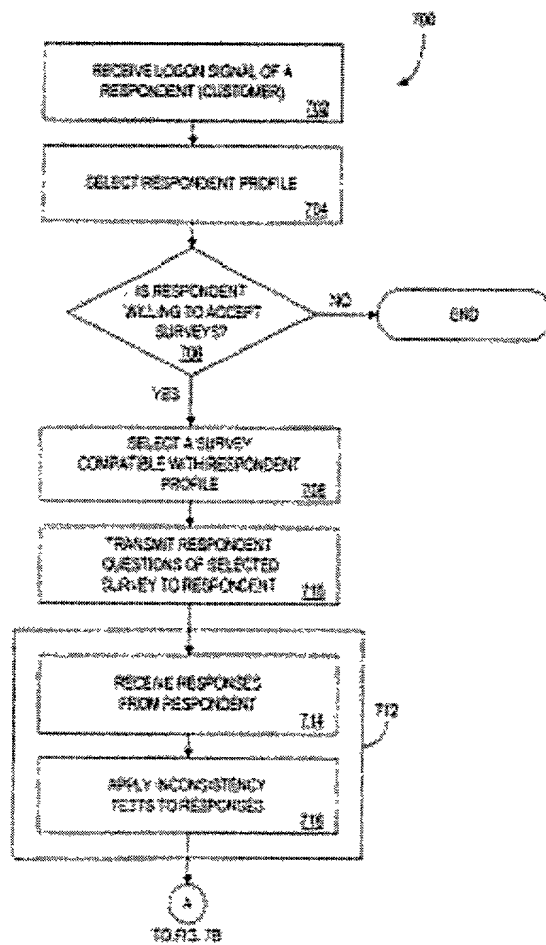


FIG. 7A

FROM FIG. 7A

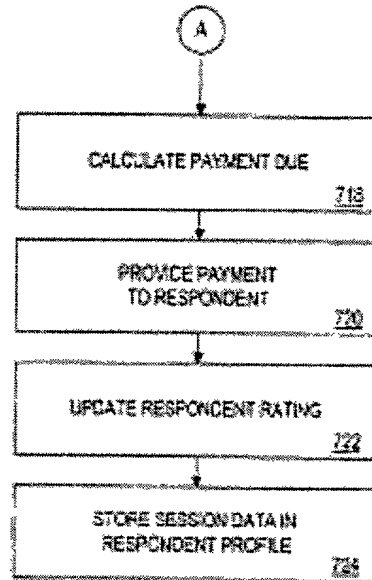


FIG. 7B

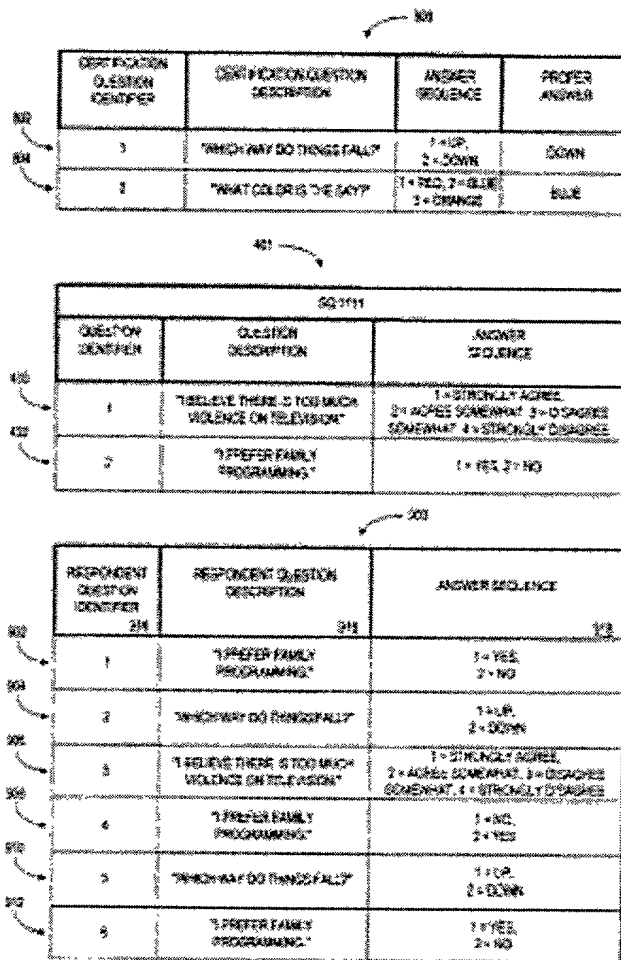


FIG. 9

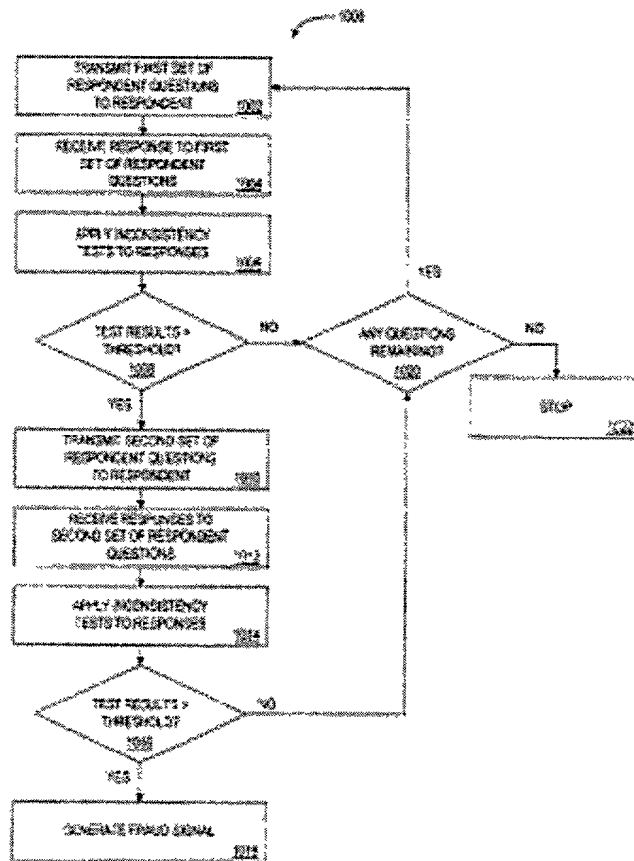


FIG. 10

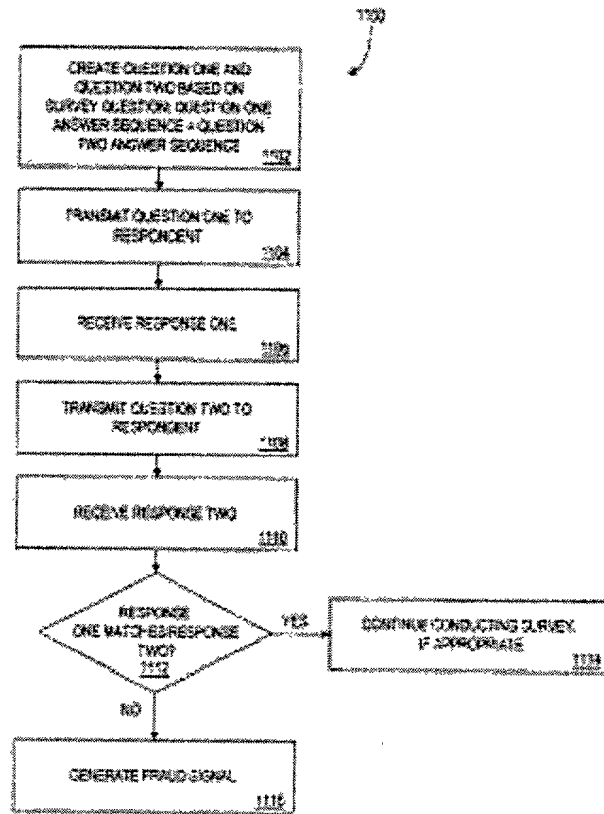


FIG. 11A

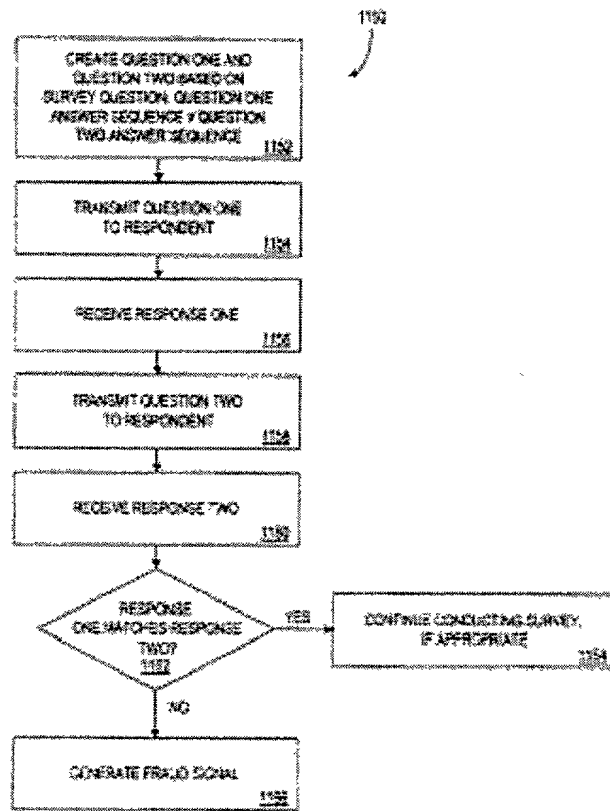


FIG. 11B

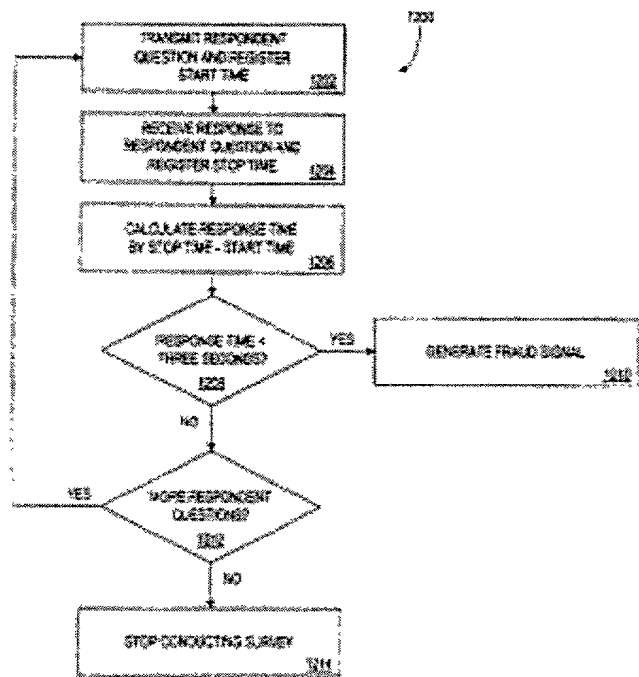


FIG. 12

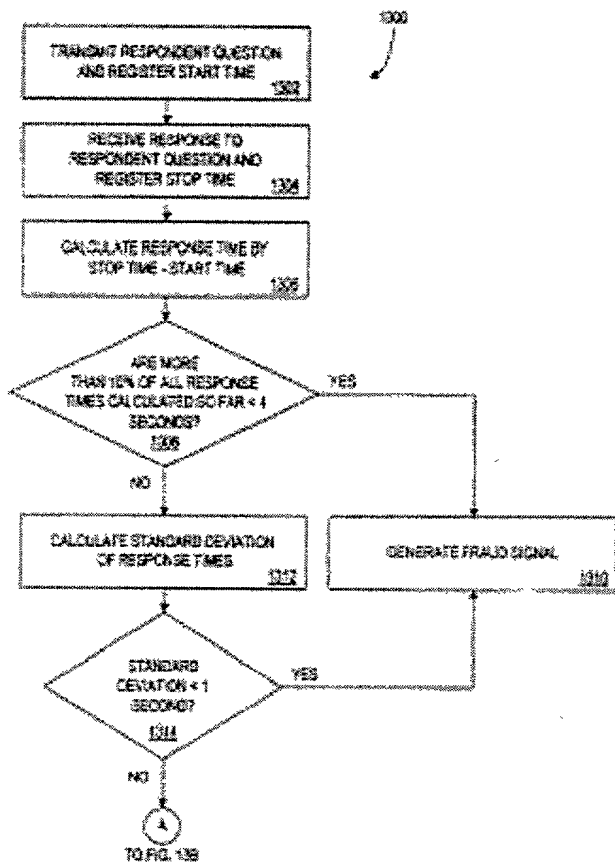


FIG. 13A

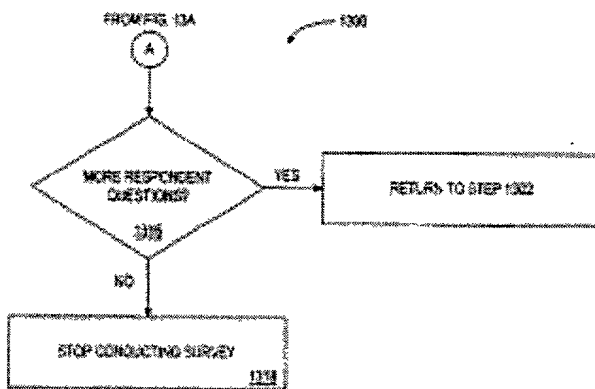


FIG. 13B

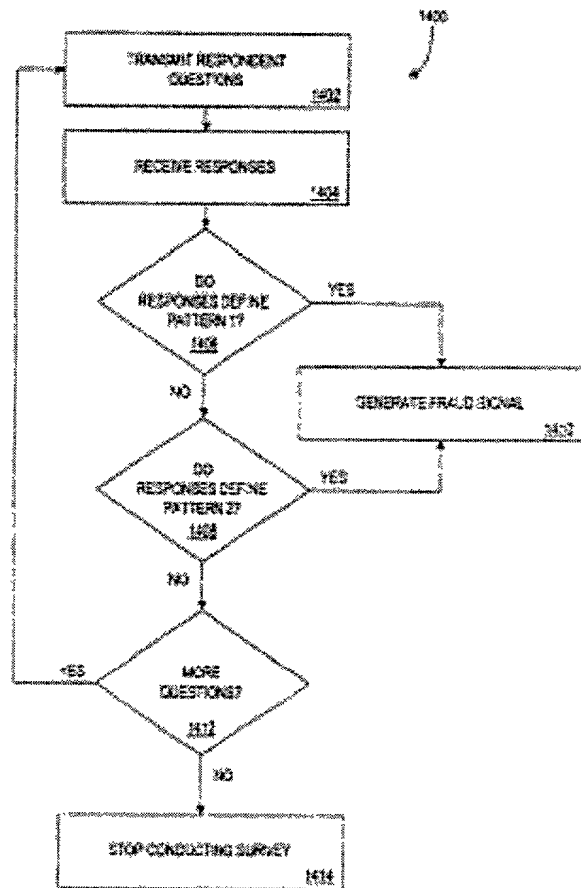


FIG. 14

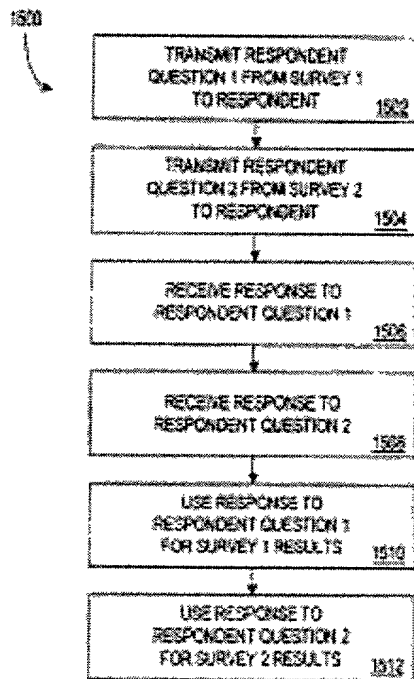


FIG. 15

1600

RESPONDENT IDENTIFIER	SURVEY IDENTIFIER	QUESTION IDENTIFIER	RESPONSE	DATE/TIME
R 1000	1111	1	2	8 15 AM 7/15/96
R 1000	1111	2	1	8 15 AM 7/15/96

1602

1604

FIG. 16

1700

SURVEY IDENTIFIER 1111		1202
NUMBER OF RESPONSES = 10,101	CONFIDENCE LEVEL = 99% 1	1206
1204	1208	
QUESTION IDENTIFIER	1712	RESPONSES
	1714	
1	1-53%, 2-7%, 3-14%, 4-26%	
2	1-75%, 2-25%	

1708

1710

FIG. 17

1800

S2 01111				1807
QUESTION IDENTIFIER	QUESTION	ANSWER SEQUENCE	PRIORITY	
1808	1810	1812	1814	
1	"BELIEVE THERE IS TOO MUCH VIOLENCE ON TELEVISION"	1 = STRONGLY AGREE, 2 = AGREE, SOMEWHAT, 3 = DISAGREE, SOMEWHAT, 4 = STRONGLY DISAGREE	HIGH	
2	"I PREFER FAMILY PROGRAMMING"	1 = YES, 2 = NO	LOW	

1804
1806

FIG. 18